

Have you ever read a blog yourself?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

* small base

		GENDER		AGE			INTERNET EXPERIENCE			EDUCATION			
All On-Line Canadians	Total	Male	Female	18-34	35-54	55+	Expert/ Very skilled	Fairly skilled	Not very/ Not at all skilled	<HS	HS	Post Sec	Univ Grad
Base: All respondents Weighted		A	B	C	D	E	F	G	H	I	J	K	L
	3378	1673	1705	702	1386	1285	926	1855	583	228	532	1590	1027
	3378	1633	1745	991	1390	992	1030	1797	537	222	535	1624	996
Yes	1409 42%	791 48%	618 35%	496 50%	560 40%	351 35%	630 61%	664 37%	110 20%	72 33%	153 29%	700 43%	484 49%
No		B	DE	E			GH	H				IJ	IJK
	1969 58%	842 52%	1127 65%	494 50%	830 60%	641 65%	401 39%	1133 63%	428 80%	149 67%	382 71%	925 57%	512 51%

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		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
All On-Line Canadians	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
Base: All respondents Weighted		A	B	C	D	E	F	G	H	I	J	K
	3378	481	345	255	1218	819	260	514	1036	1828	1829	1549
	3378	447	327	229	1280	834	261	542	1023	1812	1917	1461
Yes	1409 42%	224 50%	140 43%	88 38%	557 44%	288 35%	111 43%	217 40%	398 39%	795 44%	770 40%	638 44%
No		CDE	E	E			E			H		
	1969 58%	222 50%	187 57%	141 62%	723 56%	546 65%	150 57%	326 60%	626 61%	1018 56%	1146 60%	823 56%

How much do you trust the content of the following types of media in terms of the stories they report, print or post?

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All On-Line Canadians	Total	Male	Female	18-34	35-54	55+	Expert/ Very skilled	Fairly skilled	Not very/ Not at all skilled	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J	K	L
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Weighted	3378	1633	1745	991	1390	992	1030	1797	537	222	535	1624	996
Blogs													
Very Much	54 2%	32 2%	22 1%	16 2%	24 2%	13 1%	24 2%	24 1%	6 1%	7 3%	10 2%	23 1%	13 1%
Somewhat	1083 32%	584 36%	498 29%	385 39%	449 32%	248 25%	428 42%	518 29%	133 25%	74 33%	175 33%	541 33%	293 29%
Not at all	869 26%	446 27%	422 24%	279 28%	352 25%	235 24%	328 32%	452 25%	86 16%	36 16%	87 16%	401 25%	345 35%
(DK/NS)	1373 41%	570 35%	802 46%	310 31%	565 41%	495 50%	250 24%	803 45%	313 58%	105 47%	263 49%	659 41%	345 35%
			A		C	CD		F	FG	L	KL	L	

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Weighted	3378	447	327	229	1280	834	261	542	1023	1812	1917	1461
Blogs												
Very Much	54 2%	6 1%	6 2%	2 1%	26 2%	13 2%	1 0	8 1%	21 2%	25 1%	33 2%	21 1%
Somewhat	1083 32%	163 37%	101 31%	68 30%	415 32%	241 29%	95 36%	178 33%	340 33%	565 31%	622 32%	461 32%
Not at all	869 26%	108 24%	92 28%	45 20%	341 27%	223 27%	59 23%	116 21%	220 22%	533 29%	500 26%	369 25%
(DK/NS)	1373 41%	170 38%	129 39%	114 50%	498 39%	357 43%	106 40%	241 44%	443 43%	689 38%	763 40%	610 42%
				ABD				I	I			

How accurate do you think the following types of media are in terms of what they report, print or post?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E - F/G/H - I/J/K/L

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		GENDER		AGE			INTERNET EXPERIENCE			EDUCATION			
All On-Line Canadians	Total	Male	Female	18-34	35-54	55+	Expert/ Very skilled	Fairly skilled	Not very/ Not at all skilled	<HS	HS	Post Sec	Univ Grad
		A	B	C	D	E	F	G	H	I	J	K	L
Base: All respondents	3378	1673	1705	702	1386	1285	926	1855	583	228	532	1590	1027
Weighted	3378	1633	1745	991	1390	992	1030	1797	537	222	535	1624	996
Blogs													
ACCURATE (NET)	836 25%	471 29%	366 21%	302 30%	342 25%	192 19%	329 32%	397 22%	109 20%	63 28%	157 29%	414 25%	203 20%
- Very accurate	66 2%	33 2%	33 2%	27 3%	28 2%	11 1%	33 3%	24 1%	10 2%	5 2%	18 3%	32 2%	12 1%
- Somewhat accurate	770 23%	437 27%	333 19%	275 28%	314 23%	180 18%	296 29%	373 21%	99 18%	58 26%	139 26%	382 24%	191 19%
NOT ACCURATE (NET)	1278 38%	628 38%	650 37%	412 42%	520 37%	345 35%	464 45%	671 37%	139 26%	54 24%	138 26%	601 37%	486 49%
- Not very accurate	920 27%	444 27%	476 27%	296 30%	388 28%	235 24%	328 32%	485 27%	106 20%	39 17%	114 21%	449 28%	318 32%
- Not at all accurate	358 11%	185 11%	174 10%	116 12%	132 9%	110 11%	137 13%	186 10%	33 6%	15 7%	23 4%	152 9%	168 17%
(DK/NS)	1264 37%	534 33%	730 42%	277 28%	528 38%	455 46%	238 23%	729 41%	289 54%	105 47%	240 45%	609 38%	308 31%
			A		C	CD		F	FG	KL	KL	L	

How accurate do you think the following types of media are in terms of what they report, print or post?

Proportions/Mean: Columns Tested (5% risk level) - A/B/C/D/E/F - G/H/I - J/K

		REGION						HOUSEHOLD INCOME			HOUSEHOLD COMPOSITION	
All On-Line Canadians	Total	BC	AB	SK/MB	Ontario	Quebec	Atlantic	<\$30K	\$30K - <\$60K	\$60K+	Kids	No Kids
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Base: All respondents	3378	481	345	255	1218	819	260	514	1036	1828	1829	1549
Weighted	3378	447	327	229	1280	834	261	542	1023	1812	1917	1461
Blogs												
ACCURATE (NET)	836 25%	134 30% CE	79 24%	47 21%	336 26% E	165 20%	75 29% E	141 26%	286 28% I	409 23%	471 25%	366 25%
- Very accurate	66 2%	6 1%	3 1%	3 1%	30 2%	13 2%	11 4% ABE	11 2%	24 2%	32 2%	38 2%	28 2%
- Somewhat accurate	770 23%	128 29% CE	76 23%	44 19%	306 24% E	152 18%	64 24% E	131 24%	263 26% I	377 21%	432 23%	338 23%
NOT ACCURATE (NET)	1278 38%	160 36%	125 38%	83 36%	490 38%	337 40% F	83 32%	173 32%	337 33%	768 42% GH	749 39%	529 36%
- Not very accurate	920 27%	120 27%	89 27%	65 28%	342 27%	239 29%	65 25%	128 24%	247 24%	545 30% GH	547 29%	372 25%
- Not at all accurate	358 11%	39 9%	36 11%	18 8%	149 12% F	97 12% F	19 7%	45 8%	90 9%	224 12% GH	202 11%	157 11%
(DK/NS)	1264 37%	153 34%	123 38%	99 43% AD	454 35%	332 40%	103 40%	228 42% I	400 39% I	635 35%	698 36%	566 39%

How influential do you think blogs are on the following:

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All On-Line Canadians	Total	Male	Female	18-34	35-54	55+	Expert/ Very skilled	Fairly skilled	Not very/ Not at all skilled	<HS	HS	Post Sec	Univ Grad
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Weighted	3378	1633	1745	991	1390	992	1030	1797	537	222	535	1624	996
Mainstream Media													
INFLUENTIAL (NET)	1099 33%	519 32%	579 33%	375 38% DE	437 31%	285 29%	381 37% GH	560 31%	154 29%	79 36%	171 32%	530 33%	319 32%
- Very Influential	165 5%	73 5%	92 5%	49 5%	66 5%	50 5%	56 5%	75 4%	33 6%	20 9% KL	29 5%	71 4%	45 5%
- Somewhat Influential	933 28%	446 27%	487 28%	326 33% DE	371 27%	235 24%	325 32% GH	485 27% H	120 22%	59 26%	142 27%	459 28%	273 27%
NOT INFLUENTIAL (NET)	1131 33%	657 40% B	474 27%	377 38% DE	464 33% E	288 29%	447 43% GH	570 32% H	110 20%	48 22%	140 26%	540 33% IJ	403 40% IJK
- Not Very Influential	884 26%	505 31% B	380 22%	290 29% E	359 26%	235 24%	336 33% GH	450 25% H	96 18%	36 16%	116 22%	422 26% I	310 31% IJK
- Not at all Influential	246 7%	152 9% B	94 5%	87 9% E	105 8% E	53 5%	111 11% GH	120 7% H	14 3%	12 6%	24 4%	117 7% J	93 9% J
(DK/NS)	1149 34%	456 28%	692 40% A	239 24%	489 35% C	418 42% CD	202 20%	666 37% F	274 51% FG	95 43% KL	224 42% KL	555 34% L	275 28%

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Mainstream Media												
INFLUENTIAL (NET)	1099 33%	128 29%	100 31%	67 29%	397 31%	316 38% ABCD	90 35%	186 34%	344 34%	569 31%	635 33%	463 32%
- Very Influential	165 5%	11 2%	13 4%	6 2%	54 4%	70 8% ABCD	12 5%	42 8% HI	46 4%	77 4%	86 4%	80 5%
- Somewhat Influential	933 28%	117 26%	87 27%	61 27%	343 27%	246 29%	79 30%	144 27%	298 29%	491 27%	550 29%	384 26%
NOT INFLUENTIAL (NET)	1131 33%	159 36%	107 33%	66 29%	458 36% F	266 32%	75 29%	155 29%	313 31%	663 37% GH	643 34%	487 33%
- Not Very Influential	884 26%	135 30% C	85 26%	51 22%	333 26%	217 26%	63 24%	118 22%	251 25%	516 28% GH	504 26%	381 26%
- Not at all Influential	246 7%	24 5%	22 7%	14 6%	125 10% AEF	49 6%	12 5%	37 7%	62 6%	147 8%	139 7%	107 7%
(DK/NS)	1149 34%	159 36%	120 37%	97 42%	425 33%	252 30%	96 37%	202 37%	367 36%	580 32%	638 33%	511 35%
			E	DE				I				

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Weighted	3378	1633	1745	991	1390	992	1030	1797	537	222	535	1624	996
Politics and Public Policy													
INFLUENTIAL (NET)	982 29%	478 29%	504 29%	322 32%	407 29%	251 25%	329 32%	503 28%	147 27%	67 30%	154 29%	478 29%	283 28%
- Very Influential	167 5%	67 4%	100 6%	49 5%	67 5%	51 5%	44 4%	86 5%	36 7%	20 9%	36 7%	70 4%	41 4%
- Somewhat Influential	815 24%	411 25%	403 23%	273 28%	341 25%	199 20%	284 28%	417 23%	111 21%	47 21%	118 22%	408 25%	242 24%
NOT INFLUENTIAL (NET)	1263 37%	705 43%	558 32%	432 44%	497 36%	333 34%	508 49%	627 35%	124 23%	64 29%	160 30%	595 37%	445 45%
- Not Very Influential	963 29%	522 32%	441 25%	331 33%	375 27%	255 26%	388 38%	475 26%	98 18%	47 21%	126 24%	458 28%	333 33%
- Not at all Influential	300 9%	183 11%	117 7%	101 10%	122 9%	77 8%	120 12%	153 8%	26 5%	17 8%	33 6%	137 8%	112 11%
(DK/NS)	1133 34%	449 28%	684 39%	237 24%	485 35%	408 41%	194 19%	666 37%	266 49%	90 41%	221 41%	552 34%	269 27%

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INFLUENTIAL (NET)	982 29%	124 28%	80 25%	59 26%	354 28%	282 34% ABCD	82 32%	160 29%	309 30%	513 28%	574 30%	408 28%
- Very Influential	167 5%	14 3%	9 3%	5 2%	60 5%	66 8% ABCD	13 5%	41 7% I	54 5%	72 4%	92 5%	75 5%
- Somewhat Influential	815 24%	110 25%	72 22%	55 24%	294 23%	216 26%	69 26%	119 22%	254 25%	441 24%	483 25%	332 23%
NOT INFLUENTIAL (NET)	1263 37%	168 38%	133 41% CF	72 32%	503 39% CF	304 36%	84 32%	183 34%	356 35%	724 40% GH	711 37%	553 38%
- Not Very Influential	963 29%	137 31%	106 32%	56 24%	369 29%	228 27%	68 26%	140 26%	279 27%	544 30%	539 28%	424 29%
- Not at all Influential	300 9%	30 7%	28 8%	17 7%	134 10% AF	75 9%	16 6%	43 8%	77 7%	180 10% H	171 9%	128 9%
(DK/NS)	1133 34%	155 35%	113 35%	98 43% DE	424 33%	249 30%	95 36%	199 37% I	359 35%	575 32%	632 33%	501 34%

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Public Opinion													
INFLUENTIAL (NET)	1394 41%	649 40%	745 43%	498 50%	558 40%	336 34%	497 48%	714 40%	180 34%	95 43%	209 39%	684 42%	405 41%
- Very Influential	306 9%	123 8%	183 10%	118 12%	110 8%	78 8%	110 11%	147 8%	49 9%	33 15%	55 10%	142 9%	77 8%
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- Somewhat Influential	1088 32%	147 33%	99 30%	76 33%	417 33%	261 31%	89 34%	152 28%	336 33%	599 33% G	646 34% K	441 30%
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(DK/NS)	1115 33%	148 33%	112 34%	94 41% DE	417 33%	247 30%	97 37% E	193 36%	359 35% I	564 31%	617 32%	499 34%